LISTING of CLAIMS

I claim:

1-29 (cancelled)

30 (pending) a method for using a computer to enable an advertiser to pay targeted recipients for their attention to a message, comprising:

(a) entering into the computer an advertiser offer that said recipients will be owed an amount of money if they pay attention to a specified ad message, and if they satisfy a set of at least one target audience characteristics,

(b) stating said characteristics as a set of offer conditions by said advertiser,

(c) specifying said amount of money as an expected value (EV), said EV to be paid via an EV payment bet including a Payoff,

(d) presenting an interface to the public for enabling anyone to access and accept said offer,

(e) registering acceptance of said offer by a user called a recipient, said acceptance entailing:
   e1. registering the recipient's identity and,
   e2. registering that the recipient has entered a request to be exposed to said specified message,

(f) after registering said acceptance, executing said EV payment bet for said recipient with the probability of said recipient winning set at EV/Payoff,

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(g) if, and only if, said recipient wins said bet, passing the winning result to an inspection process for determining whether said recipient satisfies said offer conditions,

(h) based only upon a positive determination by said inspection process, notifying a payment process for providing the Payoff to said recipient,

whereby an advertiser pays a specified EV payment only to qualified, targeted recipients in exchange for their requesting a specified message.

31 (pending) the method of claim 30, in which one of said target audience characteristics is that recipients of said amount of money must, after exposure to said message, purchase a specified product or service within a specified period of time, said purchase not necessarily being from said advertiser.

32 (pending) the method of claim 30, in which one of said target audience characteristics is that recipients of said amount of money must, after exposure to said message, purchase a specified product or service within a specified period of time, said purchase necessarily being from a competitor of said advertiser.

33 (pending) the method of claim 32, in which said amount of money paid to recipients varies depending on the amount of said purchase.

34 (pending) the method of claim 32, in which one of said target audience characteristics is where recipients make said purchase.

35 (pending) the method of claim 32, in which one of said target audience characteristics is that recipients make said purchase with a specified payment vehicle.

36 (pending) the method of claim 32, in which one of said target audience characteristics is that recipients make said purchase from a specified set of at least one sellers.

37 (pending) the method of claim 32, in which one of said target audience characteristics is that said recipient is the purchasing decision-maker for a specified organization.

38 (pending) a computer apparatus for enabling an advertiser to pay targeted recipients for their attention to a message, said computer performing the following steps:

(a)   presenting an offer form for enabling said advertiser to enter an offer into said computer that said recipients will be owed an amount of money if they pay attention to a specified ad message, and if they satisfy a set of at least one target audience characteristics,

(b)   stating said characteristics as a set of offer conditions by said advertiser,

(c)   specifying said amount of money as an expected value (EV), said EV to be paid via an EV payment bet including a Payoff,

(d)   entering and storing said offer from said advertiser,

(e)   presenting an interface to the public for enabling anyone to access and accept said offer,

(f)   registering acceptance of said offer by a user called a recipient, said acceptance entailing:

f1. registering the recipient's identity and,

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f2. registering that the recipient has entered a request to be exposed to
    said specified message,

(g)   after registering said acceptance, executing said EV payment bet for said
      recipient with the probability of said recipient winning set at EV/Payoff,

(h)   if, and only if, said recipient wins said bet, passing the winning result to
      an inspection process for determining whether said recipient satisfies
      said offer conditions,

(i)   based only upon a positive determination by said inspection process,
      notifying a payment process for providing the Payoff to said recipient,

whereby an advertiser pays a specified EV payment only to qualified, targeted
recipients in exchange for their requesting a specified message.

39 (pending) the apparatus of claim 38, in which one of said target audience
characteristics is that recipients of said amount of money must, after exposure
to said message, purchase a specified product or service within a specified
period of time, said purchase not necessarily being from said advertiser.

40 (pending) the apparatus of claim 38, in which one of said target audience
characteristics is that recipients of said amount of money must, after exposure
to said message, purchase a specified product or service within a specified
period of time, said purchase necessarily being from a competitor of said
advertiser.

41 (pending) apparatus of claim 40, in which said amount of money paid to
recipients varies depending on the amount of said purchase.

42 (pending) apparatus of claim 40, in which one of said target audience characteristics is where recipients make said purchase.

43 (pending) apparatus of claim 40, in which one of said target audience characteristics is that recipients make said purchase with a specified payment vehicle.

44 (pending) apparatus of claim 40, in which one of said target audience characteristics is that recipients make said purchase from a specified set of at least one sellers.

45 (pending) apparatus of claim 40, in which one of said target audience characteristics is that said recipient is the purchasing decision-maker for a specified organization.

46 (pending) the method of claim 32, in which after registering said recipient's request to be exposed to said specified message, providing said message to said recipient.

47 (pending) apparatus of claim 40, in which after registering said recipient's request to be exposed to said specified message, said apparatus providing said message to said recipient.

48 (pending) apparatus of claim 40, in which after registering said recipient's request to be exposed to said specified message, said apparatus providing said message to said recipient, and upon said recipient winning said bet, and upon passing the winning result to an inspection process for, and upon determining that said recipient purchased said specified product, providing the Payoff to said recipient.

49 (new) a computer database system (CDS) for enabling an advertiser to pay targeted recipients for their attention to a message, said CDS including processors, logic means, memory means, input/output means, and user interfaces for:

-creating user accounts, including advertiser and recipient accounts,

-entering payment offers

-finding payment offers

-accepting payment offers

said CDS logic means executing the following steps:

(a)   presenting an offer form for enabling said advertiser to enter an offer into said computer that said recipients will be owed an amount of money if they pay attention to a specified ad message, and if they satisfy a set of at least one target audience characteristics,

(b)   stating said characteristics as a set of offer conditions by said advertiser,

(c)   specifying said amount of money as an expected value (EV), said EV to be paid via an EV payment bet including a Payoff,

(d)   entering and storing said offer from said advertiser,

(e)   presenting an interface to the public for enabling anyone to access and accept said offer,

(f)   registering acceptance of said offer by a user called a recipient, said acceptance entailing:

    f1. registering the recipient's identity and,

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f2. registering that the recipient has entered a request to be exposed to said specified message,

(g)   after registering said acceptance, executing said EV payment bet for said recipient with the probability of said recipient winning set at EV/Payoff,

(h)   if, and only if, said recipient wins said bet, passing the winning result to an inspection process for determining whether said recipient satisfies said offer conditions,

(i)   based only upon a positive determination by said inspection process, notifying a payment process for providing the Payoff to said recipient,

whereby an advertiser pays a specified EV payment only to qualified, targeted recipients in exchange for their requesting a specified message.